



**City of Milpitas
Library Subcommittee**
Tuesday, November 22, 2005, 5:30 p.m.
Committee Conference Room (1st Floor)
Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas

City Council

Jose Esteves, Mayor
Armando Gomez, Jr., Vice Mayor
Bob Livengood, Councilmember
Althea Polanski, Councilmember
Debbie Giordano, Councilmember

Library Subcommittee Members

Jose Esteves, Mayor
Bob Livengood, Councilmember
Mark Rogge, Staff Liaison
(408) 586-3403

AGENDA

1. Flag Salute
2. Call to Order
3. Citizens Forum (*Please limit remarks to 3 minutes*)
4. Announcements
5. Approval of Agenda
6. Approval of Minutes – October 25, 2005
7. Progress Report
 - A. Library Design Development
 - Construction Documents Phase
 - B. East Parking Garage
 - Interior Way Finding
 - C. Remediation & Demolition
8. Business Preservation Plan
9. Other Business
10. Set Next Meeting Date: Tuesday, January 24, 2006 at 5:30 p.m.
11. Adjournment

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exit to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. A free copy of the Open Government Ordinance is available from the City Clerk's Office or can be obtained from the City's web page at www.ci.milpitas.ca.gov.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION.

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**CITY OF MILPITAS
REDEVELOPMENT AGENCY
MIDTOWN NORTH MAIN STREET DEVELOPMENT**

Business Preservation Program During Construction

Purpose: Revitalize the Midtown Area by creating an attractive, pedestrian-friendly area that allows businesses to thrive, increases the value of property, and increases City and RDA revenues that allow the City and RDA to provide excellent service to the community.

Goal: Serve the community by creating a net positive impact on surrounding businesses both during and after construction of the Midtown North Main Street Development.

Guiding Principle: Major construction activity in the North Main Street Development area could cause temporary impacts to businesses in the surrounding area. The movement of labor and materials and the construction processes normally result in detours, temporary street closures and possible delays, and related impacts. This increased activity and traffic could also be viewed as an opportunity if planned with our purpose and goals in mind. Therefore, this Business Preservation Program will aim at turning the potential negatives into positives that support the business community and the public.

Summary of Activities:

Signage Program – Temporary signs will advertise that “Midtown is Open for Business” during construction, including the names of businesses in the affected areas.

Advertising Program – Advertisements will run in newspapers, newsletters, and on the City’s website that businesses are open

Coupon Program – A coupon book and brochure will be provided to all contractors, and workers encouraging them to patronize local businesses in the area.

Business Access - Routes of travel to businesses (and residences) in the area will be kept open. Brief temporary closures, as needed will be coordinated with property owners/tenants to occur with the least amount of disruption.

Community Information - Several actions will keep the community informed on progress of the North Main Street Development, while maintaining a positive atmosphere of excitement and anticipation about creating the beginning of a new attractive Midtown area. The City’s website will include graphics and information about the improvements, list major milestones and accomplishments, and provide a live web-cam of the library and garage construction site. Monthly progress reports will continue to be presented at City Council and the Library Subcommittee meetings as well as periodic informational updates to other interested Commissions and community groups.

Description of Activities

**CITY OF MILPITAS
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MIDTOWN NORTH MAIN STREET DEVELOPMENT**

Business Preservation Program During Construction

Signage Program – Signs will advertise that “Midtown is Open for Business” during construction, including the names of business in the affected areas.

Informational Signage

Each project shall have a Project Sign, displaying similar characteristics:

- City Logo
- Title name of project
- Graphic Rendition of project
- Name of Lead Design Architect/Engineer and General Contractor
- City Council names on City Projects
- Phone number for more information

Business Signage

At key intersections signage will list the “Midtown Businesses Open” with directional arrows.

Safety Signage

Hardhat requirements, and other safety signage will be grouped where possible near entries to construction sites.

Event Signage

Special signs will be added from time to time to announce key events such as Groundbreaking, Topping-off, and Dedication ceremonies

Detour Signage

As necessary, detour signage will be used to reroute traffic, based upon a traffic plan that considers impacts to the area.

Advertising Program – Advertisements will run in newspapers, newsletters, and on the City’s website that businesses are open

Advertisements may be run on a monthly basis announcing that “Milpitas Midtown Businesses are Open”; showing a map of the area, that lists businesses in the area; and showing a graphic of new improvements, or brief positive progress reports.

Ads could run in newspapers, (SJ Mercury News, Milpitas Post, etc,) newsletters, and on the City’s website.

Coupon Program – A coupon book and brochure will be provided to all contractors, and workers encouraging them to patronize local businesses in the area.

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Business Preservation Program During Construction

The Coupon Program would require outreach to nearby businesses to participate. The intent would be to encourage all of the imported labor, delivery, and related personnel coming to the project site to patronize Milpitas local businesses. We would expect the hospitality, food service, and related industries to benefit from the influx of well-paid contract labor. Additionally any construction-related business in the City should be highlighted to provide them the opportunity to submit proposals to the construction contractors.

Initially the Coupon Program would list businesses, along with their services, and willingness to provide goods and services to the construction effort. If economically feasible, coupons with discounts to introduce the new consumer to the market would be worth evaluating. The RDA would pay the printing and distribution costs

Along this line, menus, and particularly catering and pre-ordering information, would be compiled and provided to contractors. This would serve businesses to plan for providing meals to contractors who wish to eat within a short lunch break.

Business Access - Routes of travel to businesses (and residences) in the area will be kept open. Brief temporary closures, as needed will be coordinated with property owners/tenants to occur with the least amount of disruption.

Work on Main Street would be phased to keep two lanes open, except for brief temporary closures. Temporary surfacing would be applied after installation of utilities to allow traffic to travel while work is being completed in adjacent lanes. Similarly the surfacing and streetscape work would be phased to maintain two traffic lanes.

Community Information - Several actions will keep the community informed on progress of the North Main Street Development, while maintaining a positive atmosphere of excitement and anticipation about creating the beginning of a new attractive Midtown area. The City's website will include graphics and information about the improvements, list major milestones and accomplishments, and provide a live web-cam of the library and garage construction site. Monthly progress reports will continue to be presented at City Council and the Library Subcommittee meetings as well as periodic informational updates to other interested commissions and community groups.

The City's website would contain the following items within an area readily labeled on the main page as "Midtown North Main Street Development".

- Graphics and brief project descriptions
- Interesting facts & figures (Building area, height, number of stories, etc.)
- Live web-cam of Library and Parking Garage project site
- Time-lapse photography of construction progress of last month or year.
- Project update, including still photos, milestones, and achievements

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Business Preservation Program During Construction

The Library Subcommittee and City Council would continue to hear monthly progress report presentations.

A “Construction Viewing Platform” will be constructed on site to allow safe viewing of construction activities. The Platform would be a temporary wooden structure displaying plan sheets and related information. The arts community could be invited to paint and decorate the platform in a colorful, whimsical manner. The platform would provide safety aspects by keeping viewers in a safe location rather than wandering into harm’s way, without proper safety equipment.

Informational kiosks made of presentation boards on the Library and Midtown East Parking Garage will be maintained at the current Library and at the Youth Center. Additionally an information kiosk, made of three presentation boards, could be added to the City Hall and Sports Center.

The presentation boards will display graphics of the new buildings exteriors as well as floor plans and related information.

Best Construction Management Practices

The contract specifications will require that the contractors comply with Best Construction Management Practices to reduce potential adverse impact to the area. Included in this program are dust and noise abatement requirements, appropriate ablution facilities, designated parking areas for employees or agents, and regulations against inappropriate conduct of employees or agents.

Storm drainage pollution prevention practices will also be employed to prevent degradation of creeks and streams.

Implementation

The program would be implemented by maximizing existing resources and including personnel experienced in each aspect of the program. Outreach to the Business Community would be performed by the Economic Development Manager, working with the Milpitas Chamber of Commerce, the Economic Development Commission, and the Downtown Association. Where possible the project specifications will require compliance with the aspects of the program while encouraging participation. The Engineering Special Projects Section will see that signage, viewing platforms, and coordination with contractors is included.

The overall program would be brought to the Library Subcommittee for review and to the City Council/RDA for approval prior to implementation. Any expenditure would also be subject to review and approval by the City Council/RDA in the various projects.

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Business Preservation Program During Construction

Funding

Most of the costs of the program are project-related costs that are already included in the projects budgets. Only the methodology and specific content would change. Modest additional cost would come from creating graphics, content, printing, and advertising. A preliminary budget of these costs is shown on the next page.

Additional signage would cost approximately \$3,000, which could be included in the Capital Improvement Project budgets. A rough estimate of the graphics, printing and advertising costs would be approximately \$20,000 that could be included in the advertising component of the related Capital Improvement Projects. Since the program deals with promoting private for-profit businesses, legal review would also be necessary and prudent. The cost of the legal review would probably cost an additional \$5,000.

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**Business Preservation Program During Construction
Funding and Budget – Preliminary Estimate**

Signage

Informational Signage		Included in CIPs
Business Signage	6 signs @ \$500	\$3,000
Safety Signage		Included in CIPs
Event Signage	4 signs @ \$500	\$2,000
Detour Signage		Included in CIPs

Outreach

Economic Development Manager

Advertising

Newspapers	\$5,000
Newsletters	\$5,000
Website	Information Services staff

Coupon Program

Graphic & Content	\$4,000
Printing	\$6,000

Business Access

Included in CIPs

Community Information

Website updates	Engineering & IS staff
Webcam	Included in CIPs
Viewing Platform	Included in CIPs safety
Presentation Kiosks	Included in consultant contracts
Public Meeting Presentations	Engineering staff

Best Construction Management Practices

Included in CIPs

Legal Review

City Attorney's \$5,000

Total Additional Cost

\$30,000

This amount could be included under the Capital Improvement Projects' contingencies.